System And Method For Conducting Product Configuration Research Over A Computer-based Network

Abstract

A system and method is provided for enabling respondents at their computer systems to connect with a server computer over a network, such as the Internet, and receive an executable configuration program enabling each respondent to select for each of the features of a product one of multiple subfeature attributes or levels for that feature. Each of the subfeatures for each feature has a price value and the combination of selected subfeatures for the features of the product provides a total price value of the product. The total price value is displayed and updated as subfeatures for the features are selected by the respondent or the selection of subfeatures are changed by the respondent. When the total price value of the product is acceptable to the respondent, and subfeatures have been selected for each feature of the product, the program returns configuration information to the computer server having data representing the subfeatures selected for the product, the total price of the product, the time for the respondent to complete the configuration of the product, and each of the features and subfeatures selected and changed by the respondent in arriving at the final configured product. The configuration program may be part of a survey being conducted over the network by the server computer in which questions of the survey following receipt of the configuration information by the computer server may be in accordance with such configuration information.